

Message Text

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E.O. 11652: N/A
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SUBJECT: TECHNICAL SALES SEMINARS - EAST EUROPE -FY 79

REF: USDOC 13659

1. EMBASSY AND CONSULATE HAVE REVIEWED PROPOSED SEMINARS AND OFFER FOLLOWING COMMENTS. TSS'S LIKELY TO GIVE GREATEST BOOST TO U.S. FIRMS WOULD BE ON INDUSTRIAL WELDING EQUIPMENT AND PROCESSING AND FABRICATION EQUIPMENT FOR FERROUS METALS. HIGH GROWTH RATES IN BASIC METALS AND METAL-WORKING INDUSTRIES ARE FORECASTED THROUGH 1980 AND WILL PROVIDE U.S. FIRMS OFFERING SUCH EQUIPMENT WITH MAJOR SALES OPPORTUNITIES.

2. SECOND IN PRIORITY WOULD BE SEMINARS ON GARMENT PRODUCTION MACHINERY, CHEMICAL ANALYTICAL EQUIPMENT AND FOOD PROCESSING EQUIPMENT. IN GARMENT INDUSTRY, THERE IS KEEN INTEREST IN U.S. EQUIPMENT AND SOME U.S. FIRMS (E.G. SINGER) HAVE ALREADY MADE IMPORTANT INROADS IN MARKET. INDUSTRY, HOWEVER, IS PRESENTLY IN DEPRESSED STATE AND MAJOR EQUIPMENT PURCHASES, AT LEAST IN SHORT TERM, ARE NOT IN CARDS. TURN AROUND IN 1978-1979 IS A POSSIBILITY. MARKET FOR ALL TYPES OF CHEMICAL ANALYTICAL EQUIPMENT IS GROWING AND OFFERS GOOD SALES PROSPECTS TO U.S. FIRMS. TO HAVE SUFFICIENTLY BROAD IMPACT, SEMINAR SHOULD EXAMINE ANALYTICAL EQUIPMENT WITH VARIETY OF USES IN CHEMICAL AND PHARMACEUTICAL INDUSTRIES.

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ANOTHER SEMINAR ON FOOD PROCESSING COULD PROVIDE EXCELLENT FOLLOW-THOROUGH TO PREVIOUS PROMOTIONAL EFFORTS IN THIS SECTOR. SEMINAR, HOWEVER, SHOULD EXAMINE THEMES THAT HAVE NOT BEEN COVERED BEFORE. SINCE MEAT AND CORN PROCESSING THEMES WERE REVIEWED IN RECENT USDOL/EMBASSY SEMINARS IN MAY AND FORZEN FOODS WILL BE COVERED IN TSS SCHEDULED FOR JANUARY 78, IT WOULD BE APPROPRIATE TO FOCUS PRESENTATIONS IN FY 79. TSS ON OTHER

PROCESSED FOOD THEMES. EITHER POULTRY PROCESSING OR DAIRY PRODUCTS PROCESSING WOULD BE INTERESTING TOPICS FOR YUGOSLAVS AS MAJOR GROWTH EXPECTED IN BOTH SECTORS.

3. SEMINAR ON LASERS WOULD PROBABLY BE OF GREAT INTEREST TO ACADEMIC COMMUNITY BUT MARKET FOR SUCH EQUIPMENT IS TOO SMALL TO WARRANT TRADE PROMOTION EVENT. PRINTING AND GRAPHIC ARTS EQUIPMENT WAS HIGHLIGHTED IN 1975 CATALOGUE SHOW IN ZAGREB AND SECOND PROMOTION EVENT DOES NOT APPEAR JUSTIFIABLE AT THIS TIME.

4. SEMINAR ON CONTAINERIZATION COULD BE INTERESTING DEPENDING ON SPECIFIC THEMES. CONTAINERIZATION SYSTEMS FOR PORTS ARE UNLIKELY TO BE OF INTEREST AT THIS TIME SINCE MAJOR PORT EXPANSIONS HAVE JUST BEEN COMPLETED. COMBINED RAIL/HIGHWAY TRANSPORTATION AND AIR FREIGHT CONTAINERIZATION SYSTEMS MAY OFFER IMPORTANT OPPORTUNITIES FOR U.S. FIRMS THOUGH EMBASSY WILL HAVE TO UNDERTAKE MORE RESEARCH TO CONFIRM THIS. PLEASE PROVIDE MORE DETAILS ON POSSIBLE SEMINAR THEMES.
EAGLEBURGER

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